

# Karl Pisor

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## Summary of Qualifications

- 4+ years experience as independent communications consultant for Japanese multinationals in Tokyo. In producer role, constructed multi-year campaigns from concept to global rollout.
- MBA, UC Berkeley; Focus: Strategy and Brand Management. Global Management Certificate.
- A “rainmaker:” proven track record of developing accounts into profitability. Used targeted plans to grow existing accounts. Extensive experience with Japanese senior management.
- A manager committed to personnel development: designed and implemented training and evaluation systems for all supervised hires. Emphasis on working smarter, not harder.
- Experienced public speaker in Japanese and English; fluent in French

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## Professional Experience

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| 2000        | <b>iXL Japan KK</b> (e-commerce consultancy)<br><b>Design Director</b>  | <i>Tokyo, Japan</i> |
|             | <ul style="list-style-type: none"><li>• Led senior client-focused consultative process for generating coherent brand expression. Major clients: Merrill Lynch Japan, J Sky Sports, All Nippon Airways.</li><li>• Executed comprehensive brand audits that surveyed technical, market and customer trends in the Japanese consumer electronics, cable television (convergence), and airline/travel sectors. Supervised \$200K of deliverables over seven months.</li><li>• From scratch, constructed production systems and personnel management program for international consultancy’s beachhead Tokyo office.</li><li>• As production manager, directed 5 person team in all aspects of user interface design, including user experience modeling, segmentation, information architecture, visual design, and Web construction.</li></ul> |                     |
| 1998 - 2000 | <b>Paradigm Design YK</b><br><b>Managing Director and Owner</b>   | <i>Tokyo, Japan</i> |
|             | <ul style="list-style-type: none"><li>• Founded independent graphic design and copywriting agency to offer integrated communications consulting to Japanese Fortune 500 firms. From an initial investment of \$30K, grew company in 24 months to post \$310K in annual revenues.</li><li>• Clients: Sanwa Research Institute, Seiko Instruments, and Toyota Motor Corporation.</li><li>• Developed detailed personnel recruitment, training, and evaluation systems as integral part of company’s infrastructure. Trained and managed staff of 3.</li><li>• Successfully sold firm in March 2000 to iXL, Inc. of Atlanta, GA, for \$750K.</li></ul>   |                     |
| 1996 – 1998 | <b>YK Struggling Artists International</b><br><b>Copywriter/Account Executive</b>   | <i>Tokyo, Japan</i> |
|             | <ul style="list-style-type: none"><li>• Managed bilingual account interface for English-language communications boutique.</li><li>• Produced final copywriting and scriptwriting products from Japanese interviews and source materials for clients including Sony, Canon, Toyota, NEC, and UNESCO.</li></ul>   |                     |

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## **Projects**

- Present      **Berkeley Asia Business Conference**  
As branding director, created integrated identity campaign for student-run conference. Complete collateral set includes logo development, website architecture, interior space design, and printed program materials. See [www.berkeleyabc.org](http://www.berkeleyabc.org).
- 1998-2000    **Toyota Motor Corporation**  
Over the course of three years, redesigned, wrote, and produced the flagship technology publication of Toyota's International Public Affairs division in Tokyo. From an initial press run of 2000 copies, generated strong interest from European target markets. By eighth issue, circulation had risen to 12000 copies. English version was later translated into six European languages.
- 2002         **Globis KK**  
Brand analysis and consulting assignment with Tokyo-based business education provider through Berkeley's International Business Development program. As summer follow-up, designed and wrote an HBS-style case study of Globis.
- 2001-        **Voyant Group LLP**  
Founded independent marketing consultancy in San Francisco Bay Area. Worked with small business clients in Berkeley to supplement income while at school.
- 2000         **J Sky Sports**  
In-depth branding analysis of major cable operator. Developed two-year brand roadmap in conjunction with business process and IT infrastructure analysis.

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## **Education**

### **University of California at Berkeley**

Walter A. Haas School of Business

Master of Business Administration, May 2003

Consulting Club; Branding Director, Asia Business Conference 2003

### **Inter-University Center for Japanese Language Studies**

10-month intensive language program, Yokohama, June 1996

### **Haverford College**

Bachelor of Arts, May 1992

Awarded departmental Honors in English

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## **Additional**

- Fluent in French and Japanese. Elementary Mandarin and Hebrew.
- Experienced public speaker in English and Japanese.
- Personal interests include yoga, cooking, and travel.